



NEWS RELEASE

DATE: April 25, 2023

The 16th Annual Southern Synergy Sale Raises the Quality & Value Equation

Angus beef production is different today. Full stop. The Angus breed, more than any breed in America, can accurately quantify value throughout the entire production system and into consumers' shopping carts. For two decades, the Southern Synergy partnership of the Smith, Lamb and McPeake families committed to doing just that. Their motto to "Trust the Process" requires the discipline and commitment to breed registered Angus seedstock with the inherent capacity to excel, regardless of marketing end point.

High selling female was Lot 1B, sired by GAR Home Town out of a GB Fireball daughter. This tremendous female checks all the quality boxes! Double digit CED, top 2% YW, +2 marbling and +1.45 ribeye places this elite female above all others. The discipline behind her proven pedigree guarantees her ability to pass on the highly heritable value traits to her progeny. Tall Timber, Millen, Ga., outlasted the competition with a winning bid of \$115,000 for half-interest in Ogeechee Home Town K230. Longtime Angus breeder, Roger Hirschy, Hirschy Angus Farm, Orlando, Fla., paid \$60,000 for Lot 1A, a flush from Williams F Blackbird 705-429 to the bull of the buyer's choice. Tremendous flexibility in her pedigree enables many genetic options.

The quality offering was evident throughout the sale. Lot 101, Ogeechee Enhance 913, was the high selling bred cow, selling to Pleasant Valley Farms, Shelbyville, Tenn., for \$45,000. No stranger to the quality and value equation is FB Genetics, Dumas, Texas. FB Genetics had the winning bid to own Lot 1C, OAF Leegan Blackbird 222, full sister to Lot 1B, selling for \$35,000.

The bred fall donors generated considerable interests prior to and throughout the sale. Repeat customer, Lyman Ramsay, Grand Bay, Ala., purchased the high selling fall bred donor with his winning \$29,000 bid to own Lot 29, CAM Greater Good T901. This daughter of GAR Greater Good out of a superb Phoenix daughter posted tremendous growth and carcass numbers and sold bred to GAR Transcendent. Tall Timber returned to the auction to purchase Lot 27, CAM Vercingetorix A381, safe in calf to GB Fireball, sold for \$26,500. Tomsheck D&L, Sunburst, Mont., selected Lot 25, CAM Dual Threat A71, a powerful GAR Dual Threat out of a GAR Sunrise daughter on a winning bid of \$25,000.

Repeat buyer, Katie Colin Farm, Cartersville, Ga., selected Lot 9A, Ogeechee Dual Threat K17, for her progressive operation and paid \$23,000. Returning to the fall bred donor category, Joe Wyngaert, Ferndale, Wash., selected Lot 26, a near perfect genetic combination of GAR Home Town and GAR Momentum, two of the best, most proven sires for all traits of economic importance. Lot 26 sold for \$20,000.

Longtime Angus breeder, Edisto Pines, Leesville, S.C., decided on Lot 13, Ogeechee Set Apart 145, to add to his elite cow herd on a winning bid of \$16,000. Katie Colin competed throughout the day and added Lot 28, CAM Grand Plan A301, to her purchases, paying \$13,000. Bear Creek Angus, Colesburg, Iowa, paid \$12,000 to own Lot 18, Ogeechee Transcendent E103. Repeat buyers, Yardbyrd's Farm, Batesburg, S.C., and Greenleaf Farms, Marietta, Ga., selected Lot 20 and Lot 7 and paid \$11,500 and \$11,000 each, respectively.

When the gavel fell on the final lot, 55 buyers from 15 states took home one of the most exciting offerings to sell this spring.

Sale Total & Averages

Total Lots	Category	Gross	Average
1	Flush	\$60,000	\$60,000
36	Open Heifers	\$387,500	\$10,763
73	Bred Heifers	\$473,500	\$6,486
27	Bred Cows	\$165,500	\$6,129
2	Cow-Calf Pairs	\$6,000	\$3,000
2	Open Cows	\$5,000	\$2,500
141 Head		\$1,097,500	\$7,783